

PROCESS FOR ASSEMBLY AND INSTALLATION OF A
SNACK PACKAGE ADAPTED FOR ATTACHMENT TO A BEVERAGE
CONTAINER THEREBY ALLOWING THE COMBINATION TO TAKE UP THE
SAME SHELF SPACE AS THE CONTAINER ALONE FOR VENDING AND OFF-
THE-SHELF SALES WITH AUGMENTED MARKETING ADAPTATION

BACKGROUND OF THE INVENTION

FIELD OF THE INVENTION

This process invention uses the product disclosed in the James Beckman and Paul Perez patent application 11/044,811 filed 12-10-2004 as a continuation in part of patent application 09/301,868 filed 4-29-1999. Thus applicants claim the priority of that filing.

This invention relates to the art of assembling and dispensing a combination of a snack and a beverage utilizing the standard rack space in a vending machine heretofore utilized to dispense only a beverage from the single shelf space or utilizing one compartment in a product storage area of a vending machine that is preferably refrigerated, and more particularly providing the quick assembly of the combination of a snack and beverage, loading the combination into the vending machine and setting of a price point all based upon the past history of sales experienced for the location of the vending machine. Further, the device used to attach the snack to the container may contain promotional material to further entice the customer to purchase the products. The process, as practiced according to the teaching of this invention, allows the combination of the product mix, of snack and drink, (and promotional material) to be preselected and said mix easily adjusted to maximize sales at the site of the vending machine. The retrofitting of a typical vending machine is unnecessary thereby providing the marketing advantage of presenting a product mix to match the current variation with the point of sale history for the location of the vending machine, or demographic information, if no sales history exists. Additionally, if the previous configured bundled combination fails to attract or entice the consumer to make a purchase, the